

CONTRACT



WOIO
1717 East 12th Street
Cleveland, OH 44114
(216) 771-1943

<u>Contract / Revision</u>		<u>Alt Order #</u>
839273 /		06390326
<u>Product</u>		
CROSSROADS GPS		
<u>Contract Dates</u>	<u>Estimate #</u>	
10/16/12 - 11/03/12	1271	
<u>Advertiser</u>	<u>Original Date / Revision</u>	
Crossroads GPS	10/22/12 / 10/22/12	
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
WOIO	Teresa Difuria	Telerep-Philade
<u>Special Handling</u>		
<u>Demographic</u>		
Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
	12	11
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

<u>*Line</u>	<u>Ch</u>	<u>Start Date</u>	<u>End Date</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Days</u>	<u>Length</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Totals</u>	
										Type	Spots
N 1	WOIO	10/26/12	11/02/12	Action News at 11p	11-1135p		1:00			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$10,400.00
Week: 10/22/12		10/28/12		-----1--				1	\$5,200.00		
Week: 10/29/12		11/04/12		-----1--				1	\$5,200.00		
N 2	WOIO	10/26/12	11/02/12	David Letterman	1135p-1238a		1:00			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$3,600.00
Week: 10/22/12		10/28/12		-----1--				1	\$1,800.00		
Week: 10/29/12		11/04/12		-----1--				1	\$1,800.00		
N 3	WOIO	10/26/12	11/02/12	Price is Right	11a-12p		1:00			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$9,600.00
Week: 10/22/12		10/28/12		-----1--				1	\$4,800.00		
Week: 10/29/12		11/04/12		-----1--				1	\$4,800.00		
N 4	WOIO	10/26/12	11/02/12	Craig Ferguson	1235a-138a		1:00			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$1,680.00
Week: 10/22/12		10/28/12		-----1--				1	\$840.00		
Week: 10/29/12		11/04/12		-----1--				1	\$840.00		
N 5	WOIO	10/26/12	11/02/12	Action News at 4p	4-5p		1:00			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$5,800.00
Week: 10/22/12		10/28/12		-----1--				1	\$2,900.00		
Week: 10/29/12		11/04/12		-----1--				1	\$2,900.00		
N 6	WOIO	10/25/12	11/01/12	Action News at 430a	430-5a		1:00			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$1,000.00
Week: 10/22/12		10/28/12		---1---				1	\$500.00		
Week: 10/29/12		11/04/12		---1---				1	\$500.00		
N 7	WOIO	10/26/12	11/02/12	Action News at 5a	5-6a		1:00			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$1,600.00
Week: 10/22/12		10/28/12		-----1--				1	\$800.00		
Week: 10/29/12		11/04/12		-----1--				1	\$800.00		
N 8	WOIO	10/26/12	11/02/12	Action News at 5p	5-6p		1:00			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$7,200.00
Week: 10/22/12		10/28/12		-----1--				1	\$3,600.00		
Week: 10/29/12		11/04/12		-----1--				1	\$3,600.00		

(* Line Transactions: N = New, E = Edited, D = Deleted)

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WOIO
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Contract / Revision 839273 /	Alt Order # 06390326
Contract Dates 10/16/12 - 11/03/12	Product CROSSROADS GPS
Advertiser Crossroads GPS	Original Date / Revision 10/22/12 / 10/22/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	<u>Totals</u>	
										Type	Spots
N 9	WOIO	10/26/12	11/02/12	Action News at 6a	6-7a			1:00		NM	2 \$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/22/12	10/28/12	-----1--					1	\$1,000.00		
Week:	10/29/12	11/04/12	-----1--					1	\$1,000.00		
N 10	WOIO	10/26/12	11/02/12	The Early Show	7-9a			1:00		NM	2 \$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/22/12	10/28/12	-----1--					1	\$750.00		
Week:	10/29/12	11/04/12	-----1--					1	\$750.00		
N 11	WOIO	10/29/12	10/29/12	Action News at 11p	11-1135p			1:00		NM	1 \$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/29/12	11/04/12	1-----					1	\$5,200.00		
N 12	WOIO	10/29/12	10/29/12	David Letterman	1135p-1238a			1:00		NM	1 \$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/29/12	11/04/12	1-----					1	\$1,800.00		
N 13	WOIO	10/29/12	10/29/12	Price is Right	11a-12p			1:00		NM	1 \$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/29/12	11/04/12	1-----					1	\$4,800.00		
N 14	WOIO	10/29/12	10/29/12	Craig Ferguson	1235a-138a			1:00		NM	1 \$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/29/12	11/04/12	1-----					1	\$840.00		
N 15	WOIO	10/29/12	10/29/12	Action News at 4p	4-5p			1:00		NM	1 \$2,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/29/12	11/04/12	1-----					1	\$2,900.00		
N 16	WOIO	10/29/12	10/29/12	Action News at 430a	430-5a			1:00		NM	1 \$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/29/12	11/04/12	1-----					1	\$500.00		
N 17	WOIO	10/29/12	10/29/12	Action News at 5a	5-6a			1:00		NM	1 \$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/29/12	11/04/12	1-----					1	\$800.00		
N 18	WOIO	10/29/12	10/29/12	Action News at 5p	5-6p			1:00		NM	1 \$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/29/12	11/04/12	1-----					1	\$3,600.00		
N 19	WOIO	10/29/12	10/29/12	Action News at 6a	6-7a			1:00		NM	1 \$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/29/12	11/04/12	1-----					1	\$1,000.00		
N 20	WOIO	10/29/12	10/29/12	The Early Show	7-9a			1:00		NM	1 \$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/29/12	11/04/12	1-----					1	\$750.00		
N 21	WOIO	10/27/12	11/03/12	11p-1205a	11p-1205a			1:00		NM	2 \$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/22/12	10/28/12	-----1-					1	\$6,000.00		
Week:	10/29/12	11/04/12	-----1-					1	\$6,000.00		
N 22	WOIO	10/27/12	11/03/12	SA Action News at 7p	7-8p			1:00		NM	2 \$4,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/22/12	10/28/12	-----1-					1	\$2,040.00		
Week:	10/29/12	11/04/12	-----1-					1	\$2,040.00		
N 23	WOIO	10/27/12	10/27/12	Sat Early Show	9-11a			1:00		NM	1 \$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/22/12	10/28/12	-----1-					1	\$600.00		
N 24	WOIO	10/28/12	10/28/12	11p-1205a	11p-1205a			1:00		NM	1 \$6,000.00

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Contract / Revision 839273 /	Alt Order # 06390326	
Contract Dates 10/16/12 - 11/03/12	Product CROSSROADS GPS	Estimate # 1271
Advertiser Crossroads GPS		Original Date / Revision 10/22/12 / 10/22/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	<u>Totals</u>	
										Type	Spots
		Start Date	End Date	Weekdays				Spots/Week	Rate		Amount
Week:		10/22/12	10/28/12	-----1				1	\$6,000.00		
N 25	WOIO	10/28/12	10/28/12	SU Action News at 630p	630-7p			1:00		NM	1 \$4,000.00
Week:		10/22/12	10/28/12	-----1				1	\$4,000.00		
N 26	WOIO	10/25/12	11/01/12	Action News at 11p	11-1135p			1:00		NM	2 \$10,400.00
Week:		10/22/12	10/28/12	---1---				1	\$5,200.00		
Week:		10/29/12	11/04/12	---1---				1	\$5,200.00		
N 27	WOIO	10/25/12	11/01/12	David Letterman	1135p-1238a			1:00		NM	2 \$3,600.00
Week:		10/22/12	10/28/12	---1---				1	\$1,800.00		
Week:		10/29/12	11/04/12	---1---				1	\$1,800.00		
N 28	WOIO	10/25/12	11/01/12	Price is Right	11a-12p			1:00		NM	2 \$9,600.00
Week:		10/22/12	10/28/12	---1---				1	\$4,800.00		
Week:		10/29/12	11/04/12	---1---				1	\$4,800.00		
N 29	WOIO	10/25/12	11/01/12	Craig Ferguson	1235a-138a			1:00		NM	2 \$1,680.00
Week:		10/22/12	10/28/12	---1---				1	\$840.00		
Week:		10/29/12	11/04/12	---1---				1	\$840.00		
N 30	WOIO	10/25/12	11/01/12	Action News at 4p	4-5p			1:00		NM	2 \$5,800.00
Week:		10/22/12	10/28/12	---1---				1	\$2,900.00		
Week:		10/29/12	11/04/12	---1---				1	\$2,900.00		
N 31	WOIO	10/25/12	11/01/12	Action News at 430a	430-5a			1:00		NM	2 \$1,000.00
Week:		10/22/12	10/28/12	---1---				1	\$500.00		
Week:		10/29/12	11/04/12	---1---				1	\$500.00		
N 32	WOIO	10/25/12	11/01/12	Action News at 5a	5-6a			1:00		NM	2 \$1,600.00
Week:		10/22/12	10/28/12	---1---				1	\$800.00		
Week:		10/29/12	11/04/12	---1---				1	\$800.00		
N 33	WOIO	10/25/12	11/01/12	Action News at 5p	5-6p			1:00		NM	2 \$7,200.00
Week:		10/22/12	10/28/12	---1---				1	\$3,600.00		
Week:		10/29/12	11/04/12	---1---				1	\$3,600.00		
N 34	WOIO	10/25/12	11/01/12	Action News at 6a	6-7a			1:00		NM	2 \$2,000.00
Week:		10/22/12	10/28/12	---1---				1	\$1,000.00		
Week:		10/29/12	11/04/12	---1---				1	\$1,000.00		
N 35	WOIO	10/25/12	11/01/12	The Early Show	7-9a			1:00		NM	2 \$1,500.00
Week:		10/22/12	10/28/12	---1---				1	\$750.00		
Week:		10/29/12	11/04/12	---1---				1	\$750.00		
N 36	WOIO	10/30/12	10/30/12	Action News at 11p	11-1135p			1:00		NM	1 \$5,200.00
Week:		10/29/12	11/04/12	-1-----				1	\$5,200.00		
N 37	WOIO	10/30/12	10/30/12	David Letterman	1135p-1238a			1:00		NM	1 \$1,800.00
Week:				Weekdays				Spots/Week	Rate		

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Advertiser Crossroads GPS		Original Date / Revision 10/22/12 / 10/22/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	<u>Totals</u>	
										Type	Spots
		Start Date	End Date	Weekdays				Spots/Week	Rate		Amount
Week:		10/29/12	11/04/12	- 1 -----				1	\$1,800.00		
N 38	WOIO	10/30/12	10/30/12	Price is Right			1:00			NM	1 \$4,800.00
Week:		10/29/12	11/04/12	- 1 -----				1	\$4,800.00		
N 39	WOIO	10/30/12	10/30/12	Craig Ferguson	1235a-138a		1:00			NM	1 \$840.00
Week:		10/29/12	11/04/12	- 1 -----				1	\$840.00		
N 40	WOIO	10/30/12	10/30/12	Action News at 4p	4-5p		1:00			NM	1 \$2,900.00
Week:		10/29/12	11/04/12	- 1 -----				1	\$2,900.00		
N 41	WOIO	10/30/12	10/30/12	Action News at 430a	430-5a		1:00			NM	1 \$500.00
Week:		10/29/12	11/04/12	- 1 -----				1	\$500.00		
N 42	WOIO	10/30/12	10/30/12	Action News at 5a	5-6a		1:00			NM	1 \$800.00
Week:		10/29/12	11/04/12	- 1 -----				1	\$800.00		
N 43	WOIO	10/30/12	10/30/12	Action News at 5p	5-6p		1:00			NM	1 \$3,600.00
Week:		10/29/12	11/04/12	- 1 -----				1	\$3,600.00		
N 44	WOIO	10/30/12	10/30/12	Action News at 6a	6-7a		1:00			NM	1 \$1,000.00
Week:		10/29/12	11/04/12	- 1 -----				1	\$1,000.00		
N 45	WOIO	10/30/12	10/30/12	The Early Show	7-9a		1:00			NM	1 \$750.00
Week:		10/29/12	11/04/12	- 1 -----				1	\$750.00		
N 46	WOIO	10/31/12	10/31/12	Action News at 11p	11-1135p		1:00			NM	1 \$5,200.00
Week:		10/29/12	11/04/12	-- 1 -----				1	\$5,200.00		
N 47	WOIO	10/31/12	10/31/12	David Letterman	1135p-1238a		1:00			NM	1 \$1,800.00
Week:		10/29/12	11/04/12	-- 1 -----				1	\$1,800.00		
N 48	WOIO	10/31/12	10/31/12	Price is Right	11a-12p		1:00			NM	1 \$4,800.00
Week:		10/29/12	11/04/12	-- 1 -----				1	\$4,800.00		
N 49	WOIO	10/31/12	10/31/12	Craig Ferguson	1235a-138a		1:00			NM	1 \$840.00
Week:		10/29/12	11/04/12	-- 1 -----				1	\$840.00		
N 50	WOIO	10/31/12	10/31/12	Action News at 4p	4-5p		1:00			NM	1 \$2,900.00
Week:		10/29/12	11/04/12	-- 1 -----				1	\$2,900.00		
N 51	WOIO	10/31/12	10/31/12	Action News at 430a	430-5a		1:00			NM	1 \$500.00
Week:		10/29/12	11/04/12	-- 1 -----				1	\$500.00		
N 52	WOIO	10/31/12	10/31/12	Action News at 5a	5-6a		1:00			NM	1 \$800.00
Week:		10/29/12	11/04/12	-- 1 -----				1	\$800.00		
N 53	WOIO	10/31/12	10/31/12	Action News at 5p	5-6p		1:00			NM	1 \$3,600.00
Week:		10/29/12	11/04/12	-- 1 -----				1	\$3,600.00		

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Contract Dates 10/16/12 - 11/03/12	Product CROSSROADS GPS	Estimate # 1271
Advertiser Crossroads GPS		Original Date / Revision 10/22/12 / 10/22/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	<u>Totals</u>		
										Type	Spots	Amount
		Start Date	End Date	Weekdays				Spots/Week	Rate			
N 54	WOIO	10/31/12	10/31/12	Action News at 6a	6-7a			1:00		NM	1	\$1,000.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:		10/29/12	11/04/12	-- 1 ----				1	\$1,000.00			
N 55	WOIO	10/31/12	10/31/12	The Early Show	7-9a			1:00		NM	1	\$750.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:		10/29/12	11/04/12	-- 1 ----				1	\$750.00			
										Totals	77	\$182,010.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	25	\$63,020.00	\$53,567.00
10/29/12 - 11/03/12	52	\$118,990.00	\$101,141.50
Totals	77	\$182,010.00	\$154,708.50

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.